



CONNECTED COMMUNITY™

Your Global Link to Pharma Market Access

about us

CURRENT. COMPREHENSIVE. CREDIBLE.

HealthEconomics.Com is a Connected Community™ for anyone involved in health economics & outcomes research (HEOR), pricing, reimbursement, and market access within the life sciences industry.

We are a pioneer in the field of digital content for pharma market access. Established over 20 years ago, the HealthEconomics.Com Global Link has become a centralized community for researchers, industry, payers, service providers, educational institutions, conference organizers, policy-makers, HTA agencies, and journalists.

we offer

HealthEconomics.Com offers many resources, including a resource-filled website, multiple weekly newsletters, HE-Xpo® Virtual Tradeshow & Marketplace, tHEORetically Speaking Blog, an active social media network, and the popular HE-Business Directory®.



"Based on our in-house analytics, HealthEconomics.Com is consistently among the top websites that drive visitors to our corporate website, second only to Google!"

- Global Consulting Company
(4 Year Gold Level Marketing Partner)

Top Ranked Website

20 years

why visit?

Access HEOR, Pricing, Market Access and Health Policy:

- News
- Jobs
- Conferences
- Webinars
- Blogs
- Podcasts
- Virtual Conferences
- White Papers & Reports
- Consulting Companies
- Associations
- Databases
- Journals
- Education
- Guidelines
- And more!

benefits

Strategic advertising offering:

- Unmatched access to global HEOR/Market Access community
- Complete and flexible suite of advertising services and options
- Customizable marketing packages
- Consulting offered on advertising strategy, graphics, programming, and market research

TARGETED AUDIENCE:

76%

- HEOR
- Med Affairs
- Epi
- HIT

questions?

Contact us at 904.838.1782 or info@healthconomics.com

@www_healthecon.com

linkedin.com/company/healthconomics.com

facebook.com/healthecon

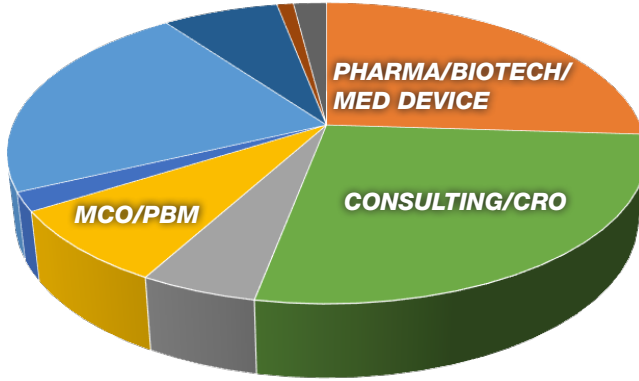




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target market



- 26% PHARMA/BIO TECH/ MED DEVICE
- 27% CONSULTING/CRO
- 5% GOV'T/HTA AGENCY
- 8% MCO/PBM
- 2% MARKETING/COMM/PR/AGENCY
- 22% ACADEMIA
- 7% PROVIDER INCLUDING SPECIALIZED PHARMA
- 1% RECRUITER
- 2% OTHER

solutions



- Corporate awareness
- Reach specific decision-makers
- Deliver content to target market
- Promote services and products (webinars, virtual conferences, blogs)
- Recruiting
- Survey decision-makers, including payers and providers
- Expand social media presence

"HealthEconomics.Com services are exceptional due to their unique ability to target the HEOR community, as well as their staff, which goes over and beyond to deliver more than promised!"

- President
Conference and Educational Provider

options

- Annual marketing partnerships
- Webinars and podcasts
- Virtual conferences
- Branded newsletters and e-blasts
- Press releases
- Sponsored blog postings
- Banner ads and spotlight features
- Surveys
- Job postings
- "Of the Week" options (link, conference, job, survey)
- HE Business Directory® listing
- Social media share packages

metrics

➔ **11,000**
WEBSITE VISITS PER MONTH

➔ **20,000**
NEWSLETTER SUBSCRIBERS

➔ **91%**
ADVERTISER RETENTION

➔ **80%**
WORLDWIDE SATISFACTION

➔ **60%**
AUDIENCE IS EXECUTIVE-LEVEL WITH BUDGET AUTHORITY

➔ **83%**
USE AS PRIMARY SOURCE OF INFORMATION

➔ **56%** UNITED STATES
 • **23%** EUROPE
 • **18%** EMERGING MARKET

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